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GENERAL PLAN

CITY OF GONZALES, CALIFORNIA

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Candeub, Fleissig and Ketcham - Planning Consultants



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GENERAL PLAN

CITY OF GONZALES, CALIFORNIA

**Planning Commission of the City of Gonzales,
Candeub, Fleissig and Ketcham - Planning Consultants**

City planning Gonzales

"The preparation of the report was financially aided through a Federal grant from the Urban Renewal Administration of the Housing and Home Finance Agency, under the Urban Planning Assistance Program authorized by Section 701 of the Housing Act of 1954, as amended."



April 16, 1963

*The Honorable Mayor Raymond E. Rianda
City Hall
City of Gonzales
Gonzales, California.*

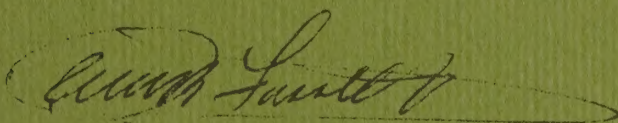
Dear Mayor Rianda;

*I take great pleasure in submitting to you and the City Council
the enclosed General Plan for the future development
of our community.*

*This plan is the fruit of nearly a years work by the Planning
Commission and it's consultants, and reflects our best thinking and
technical advice. You and other members of the City Council
were present at the public hearings on the plan, on April
10th, and 15th, and have attended many of our work sessions
during the past year.*

*The General Plan was adopted by the Planning Commission
on April 15th, 1963. It is hereby submitted for your approval and
adoption. The Planning Commission and I look forward to
the implementation of this General Plan over the years
to create the best possible living and working environment for
the residents of our community.*

Sincerely;

A handwritten signature in dark ink, appearing to read "James R. Fassett", enclosed within a large, loopy oval flourish.

*Dr. James R. Fassett, Chairman
Planning Commission
City of Gonzales.*

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CITY OF GONZALES

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GONZALES GENERAL PLAN

PLAN SUMMARY

This General Plan is a statement of goals, objectives, and policies for the physical development of the City of Gonzales and its surrounding Planning Area. The plan combines the research, analysis, and recommendations of the Consultant and policies of the Planning Commission. The General Plan is a statement of the city's long-range development policy providing a framework for day-to-day decision making. For example, the General Plan provides means to judge the effects of residential or commercial development in one area as opposed to another. It enables the community to program and utilize its financial resources in problems such as water and sewer development, street improvement, prevention of urban deterioration, and elimination of blight.

The General Plan contains the following major elements:

A LAND USE PLAN indicating the future public and private uses of land, defining those areas best suited for residential, commercial, industrial, public, and agricultural uses. Proposals of this element include:

- ☐ Organization of residential areas into three neighborhood planning areas, each containing its own elementary school and park facilities.
- ☐ Properly located commercial areas of magnitude sufficient to take advantage of the economic potential of the community and its trading area.
- ☐ Provision of an Industrial Land Reservoir to allow for continued economic growth.
- ☐ Limitation of residential growth to the area bounded by the freeway and the railroad tracks in order to prevent sprawl, effect development economies, and to protect valuable agricultural land.

☐ Retention of exclusive agricultural uses surrounding the urbanizing portion of the community, except in areas required for agriculturally oriented industrial development.

A THOROUGHFARE PLAN providing for the improvement of traffic circulation, with a system of arterial and collector roads designed to carry and channel anticipated traffic volumes.

A COMMUNITY FACILITIES PLAN providing recommendations for the long-range needs and general locations of public buildings, schools and parks. Proposals of the element include:

☐ Provision of an elementary school within each neighborhood planning area.

☐ Development of a system of neighborhood parks and development of portions of the slough as a park-like area.

☐ Improvements to facilities such as the sewer and water system, as well as acquisition of additional city office and fire department space.

☐ Development of new parking facilities.

In addition, the General Plan includes recommendations for the Control and Elimination of Urban Blight by means of a variety of programs and methods. The plan also includes recommendations for revision of Zoning and Subdivision Codes, and adoption, periodic review and revision of the plan itself. It is not the function of the General Plan to provide detailed blueprints or specifications for individual projects; such detail tends to detract from long-range objectives. The General Plan should be regarded as a general guide, flexible and subject to change and reevaluation as conditions change. The plan's value will depend upon the degree to which it is used by concerned officials and alert citizens.

REGIONAL LOCATION



Introduction

The Gonzales planning area covers nearly eight square miles within and around the present city limits of Gonzales. It is expected that all urban development within the next twenty years will occur in this area.

The planning area of the City of Gonzales has been defined in accordance with Title Seven of the California Government Code:

"Each commission or planning department shall adopt a comprehensive, long term general plan for the physical development of the city . . . and of any land outside its boundaries which in the commission's judgment bears relation to its planning."

Goals and Objectives of the Plan

The State of California today ranks first in the nation in population. The rapid growth which added over five million persons to California in the last decade will continue in the future. It is estimated that by 1980 the State's population will range from 22.0 to 24.7 million persons. This growth, representing as much as a fifty percent overall rise in population for the State, will have an increasing impact upon the Central Salinas Valley.

Continued growth poses problems — many of which already are being encountered by the City of Gonzales. It is logical that development such as water lines, sewage treatment, commerce and industry, parking, street maintenance and improvement, traffic control, recreation and school facilities be planned in advance to utilize to the fullest the resources of the community. Gonzales is preparing for the future by adopting goals and objectives for new growth and development. These goals

and objectives are:

- ☐ Creation of a balanced physical and economic environment providing residents with the amenities necessary for living and working.
- ☐ Improvement of existing housing conditions and provision of a variety of housing types within the city.
- ☐ Encouragement of compact and orderly growth to improve the tax base and enhance the fiscal position of the community.
- ☐ Provision of commercial areas of quantity and quality sufficient to match the increased economic potential of the community.
- ☐ Reservation and development of industrial land to provide a balanced economic base.
- ☐ Provision of recreation and community facilities to serve the needs of the increasing population.
- ☐ Cooperation with other government and private agencies in all activities of mutual concern.

Gonzales and the Salinas Valley Region

The site of Gonzales was first platted in 1874 by Alfred and Mariana Gonzales, sons of the original Spanish grantee of the Rancho Rincon de la Puente del Monte. The arrival of the Southern Pacific Railway Company and the discovery of plentiful sources of water gradually changed Gonzales and the surrounding Salinas Valley from an area of grain and grazing to a region of verdant fields and truck crops. Today the Valley contains some of the nation's most valued and productive croplands.

The Salinas Valley is bounded generally by the Gabilan and Santa Lucia Mountains and by Monterey Bay. It is

bisected by the Salinas River, the longest underground stream in the United States. Irrigation water from the river and the recently constructed Nacimiento Reservoir is of prime importance to the Valley's industrial and agricultural economy. The presence of water from these and other sources, made available at reasonable prices, is one of the region's outstanding resources.

Population Growth

Although platted in the nineteenth century, Gonzales did not incorporate until 1947. Today the city limits enclose over 300 acres with a population of more than 2,200 persons. During the past decade Gonzales has grown at a rate of approximately 1.6% compounded annually, a growth rate lower than the national average of 1.73% and the statewide rate of nearly 3.7%. Much of Gonzales' recent growth may be attributed to the trend towards moving from nearby farm residences to homes within the city.

Recent census figures indicate that agricultural productivity in California is rising while the farm labor force is decreasing. This has been evidenced in Gonzales by the gradual closing of a number of domestic and bracero farm labor camps. The major effect of the trend toward agricultural mechanization and automation will be to reduce the number of temporary field laborers who might move to the city, while increasing the number of permanent technicians and processing workers.

New agriculturally oriented industry locating in the vicinity of Gonzales should increase community growth from the present rate.

The Central Salinas Valley Plan of the Monterey County Planning Commission projects Valley growth from a 1960

base population of 20,610 to 33,000 in 1980. If Gonzales were to retain its current percentage of the Valley's population (10.4%), the city's 1980 population would be 3,435 persons. This represents a 50% increase in the present rate. It should be stressed that the decision of one major employer to locate in the Gonzales planning area could void all projections.

The general plan projects population growth within the planning area between a low rate of 2.4% and a high rate of 3.2% compounded annually. Thus the area's 1980 population will range between a low of 3,500 persons and a high of 4,000.

It is evident that the entire Gonzales planning area, with a total holding capacity in excess of 10,000 persons, will not be fully developed within the life of this plan.

Economic Development

Future population growth of the Gonzales planning area is dependent upon the area's continued industrial development.

The Central Salinas Valley will absorb an increasing share of the expanding industrial component of the regional economy as the reservoir of usable industrial land in the San Francisco-Oakland metropolitan area is depleted. Exclusionary industrial development policies of many Monterey Bay communities will further enhance the Valley's industrial potential. The pattern of development in the Salinas Valley in recent years supports this contention. The City of Salinas has experienced an increase of over 108% in value added by manufacturers between 1947 and 1954, and an increase of nearly 124% between 1954 and 1958.



Extensive industrial development has occurred in portions of Salinas extending southerly towards Gonzales, adjacent to Highway 101 and the Southern Pacific mainline.

Industrial growth has not, however, been confined to the immediate Salinas area. The consolidation of the Asgrow Seed Company's facilities, the recent enlargement of local tomato packing facilities, and the proposed enlargement of potato shipping facilities indicate that Gonzales shares regional industrial growth. These recent developments are directly related to the region's agricultural base.

Although manufacturing is becoming increasingly important, agriculture itself is still the backbone of the regional economy and will remain so for the foreseeable future. In recent years twice as many individuals in the South Central Coast Region have been engaged in agriculture as in industrial work. Furthermore, nearly 68% of all manufacturing in the region involves agricultural products.

As the population of the nation increases a greater demand for the Valley's agricultural products will be generated. California, and the Central Salinas Valley, will capture an increasing share of a steadily increasing market over the next twenty years.

In recognition of the need to preserve the community's single most important resource, the land that produces this agricultural wealth, Monterey County, has zoned over 42,000 acres of Valley land exclusively for agriculture. More than 7,000 acres of this agricultural zone are located adjacent to the City of Gonzales. Large portions of land within the Gonzales planning area, situated outside the area enclosed by the freeway and the railroad line, are

zoned exclusively for agriculture. It must be emphasized that the importance of this resource requires the community to use every means to protect it and to prevent encroachment or expansion by urban uses onto this land. Gonzales' 1962 population of approximately 2,200 persons had an estimated annual income of \$3,780,000 and an estimated net disposable income of \$2,126,000. Of this sum, \$1,797,000 was spent in Gonzales, supporting approximately 128,000 square feet of commercial floor area. Approximately 50% of this space, or 64,000 square feet, comprises actual sales area. Allowing for vacancies and other factors, a current sales figure of approximately \$30 per square foot is estimated. This low sales index indicates inefficient and uneconomic use of commercial floor area.

The 1980 population of 4,000 will have an annual income estimated at \$6,862,000 — nearly double that of 1962 — producing local sales of \$3,255,000. Using existing commercial square footage factors, and retaining existing conditions, these sales produce an adjusted figure of approximately \$50 per square foot net sales area.

The above sales factor is low when compared to new commercial development in urbanized areas. We therefore must assume that the floor space now available in Gonzales is sufficient to serve not only the present population, but also the population increase which might reasonably be predicted for the planning period. It follows that the existing commercial area should not be expanded, but rather facilities should be replaced or improved to contemporary merchandising standards. Should this occur, a part of the net income now absorbed by nearby centers such as

Salinas could be retained at home, thus raising the 1980 sales estimate. Further economic activity may be generated by highway oriented commercial development. Statistics of the State Division of Highways indicate that as many as 27,000 automobiles may be expected to use Highway 101 within the planning area during an average 24 hour period in 1980; thus between 2,500 and 3,000 cars may pass Gonzales during a peak hour. These vehicles present a potential market for filling stations, restaurants, and motel facilities.

With the exception of previously mentioned agriculturally based employment, the primary employment sources

in Gonzales are retail and service establishments. A survey covering approximately 95% of all non-agricultural employment sources in the city, conducted in August of 1962 by the Consultant, reveals that approximately 38.5% of the city's work force is engaged in agriculturally oriented industrial employment. The remaining 61.5% are engaged in retail and service employment.

Of the work force surveyed, 77.9% reside within Gonzales, while 11.3% live to the south, primarily in Soledad. An additional 10.8% live north of the city, in Chualar or Salinas. A few persons employed in Gonzales commute from as far as King City in the south and Gilroy and Castroville in the north.

AGRICULTURAL LAND NEAR GONZALES



Existing Land Use and Zoning

Gonzales has developed in a compact single-family residential pattern. New residential development has occurred adjacent to existing development; thus the city has not suffered from the pattern of urban sprawl which has plagued many other California cities. This is fortunate since the cost of providing public services to scattered development is high, and is usually borne by the taxpayers of the entire city. Future development should follow this compact pattern to provide community growth without excessive costs.

Gonzales' environment is one of openness, with broad streets and spacious lots. Green fields opening upon vistas of rolling hills and tall mountains are only a few minutes' walk from every home. This is in vivid contrast to the often narrow lots, congested traffic,

dense development, and noxious fumes and smog of larger cities.

The original plat of Gonzales provided for residential lots of approximately 7,000 square feet. Later development reduced lot areas to approximately 6,000 square feet. Lot width in these more recent tracts has been increased to sixty feet in order to accommodate modern ranch-type homes. This substantial lot area has provided much of the atmosphere that has given Gonzales its desirable character.

Gonzales contains approximately 122.8 acres of land zoned for single-family residential use. Of this, approximately 39.8 acres are improved with single-family development. An additional 17.3 acres, either unzoned or in other zone districts, are also improved with single-family uses.

Multi-family development in Gonzales has taken two forms: the first is more than one residential unit on a lot; the

second is apartment development. Approximately 18.7 acres of land in Gonzales are developed with multi-family uses. Most of this development has more than one separate dwelling unit on a lot.

Commercial development in Gonzales has taken place primarily on Fourth Street between Alta and Centre, and on the east side of Alta Street, between First and Fifth. The majority of this development is of the convenience shopping type, serving the retail and service needs of the community. Only a few of these uses, such as a motel and several service stations, are oriented toward the intercity traffic on Highway 101. Practically all of the city's industrial development has taken place to the west of the Southern Pacific tracks. One of the main factors inhibiting industrial growth has been the lack of adequate sewage disposal facilities. This problem is not insurmountable as many

industries process their own waste products before discharging them into city lines. However, any substantial growth based upon agricultural processing will require new waste disposal lines.

An additional factor deterring industrial development is the absence of adequate access roads from Highway 101. Except for Gonzales River Road, the majority of existing uses take access from Highway 101 by means of private easements across the Southern Pacific tracks.

TABLE 2: ZONE DISTRICT COMPOSITION, CITY OF GONZALES, 1962

District	Acres ⁽¹⁾
1. Single-Family Residential	122.8
2. Multiple-Family Residential	5.3
3. General Commercial	45.8
4. Industrial	34.8

(1)The official zoning map used for these calculations was drawn without indicating district boundaries on a lot line base map. These calculations, although reasonably accurate, must therefore be considered estimates.

TABLE 1: EXISTING LAND USE BY ZONE DISTRICTS WITHIN CITY LIMITS, CITY OF GONZALES, 1962.

	Single-Family Residence	Multi-Family Residence	Commercial	Industrial	Unzoned Land Within City Limits	Total
Single-Family Development	39.8	2.8	7.3	1.3	5.9	57.1
Multi-Family Development	6.9	1.9	7.0	2.9	—	18.7
Commercial Development	—	—	9.6	1.2	.2	11.0
Industrial Development	.1	—	1.1	21.2	—	22.4
Unusable Land	15.2	—	—	2.4	—	17.6
Vacant and Usable	24.5	.5	19.1	5.8	6.5	56.4
Public, Semi-Public (schools, city hall, etc.)	36.5	—	1.7	—	4.0	42.2
TOTAL	122.8	5.3	45.8	34.8	16.7	225.4

Source: Field Survey by Candeub, Fleissig & Ketcham.



NEW RESIDENCES

GONZALES SQUARE



EXISTING LAND USE MAP



THE PREPARATION OF THIS MAP WAS FINANCED IN PART THROUGH AN URBAN PLANNING GRANT FROM THE HOUSING AND HOME FINANCE AGENCY, UNDER THE PROVISION OF SECTION 701 OF THE HOUSING ACT OF 1954, AS AMENDED.

CITY OF GONZALES, CALIFORNIA

PLANNING CONSULTANTS: CANDEUB, FLEISSIG & KETCHAM - SAN FRANCISCO - LOS ANGELES, CAL.
OCTOBER, 1962

Existing Thoroughfares and Parking

The latest available State Division Highway data indicates that an average of approximately 10,000 vehicles use Highway 101 during a 24-hour period. Under normal conditions approximately 950 to 1,100 vehicles pass through Gonzales during peak hour traffic conditions. The Division of Highways estimates that traffic on the new Highway 101 Freeway will total between 27,000 and 32,400 vehicles per average day by 1980. This represents a peak hour traffic load of from 2,700 to 3,240 vehicles.

The Monterey County Road Department has made traffic counts on important links in the rural road network surrounding Gonzales. Application of state highway growth factors to current local traffic volumes indicates that the rural

highway network will be adequate to handle projected loads through the planning period.

A major traffic problem results from the city's pattern of local streets. The gridiron pattern of the city's original plat did not differentiate between local streets and major arterials or collector streets. Thus through traffic flows through residential streets causing traffic hazards.

Off-street parking is virtually nonexistent in the city's downtown area. Parking in the median dividing Alta Street from old Highway 101 and curb parking is barely adequate. As the community grows, as changes are made in the Alta-Highway 101 median, and as the pattern of automobile use and ownership broadens, available parking will become short in supply.

TABLE 3: COUNTY ROAD AVERAGE DAILY TRAFFIC COUNT, CITY OF GONZALES, 1962

Location	Existing	Projected—1980
1. Fanoë Road, n. of Johnson Cyn. Rd.	31	78 to 93
2. Johnson Cyn. Rd., w. of Fanoë	477	1,120 to 1,430
3. Gloria Road, east of Hwy 101	375	938 to 1,125

Projections by Candeub, Fleissig & Ketcham.

TABLE 4: STATE HIGHWAY AVERAGE DAILY TRAFFIC COUNT, CITY OF GONZALES, 1962.

Location	1961 A.D.T.C.	1980 Projected A.D.T.C.
1. Highway 101, north of City	10,800	2,700 to 32,400
2. Highway 101, at 3rd Street	9,600	2,400 to 28,800
3. Highway 101, south of City	9,600	2,400 to 28,800

Projections by Candeub, Fleissig & Ketcham using State Division of Highway Standard.

NORTH SIDE OF FOURTH STREET



Existing Community Facilities

Parks. Gonzales Square is the only park now serving Gonzales. It comprises approximately two acres, and is developed with a children's play area, minor picnic facilities and lawn. Although well equipped for a park of this size, it barely meets the recreation needs of the community, and will fall short of accepted recreation standards as the community continues to grow. Regional recreation opportunities abound in the Salinas Valley and adjacent Monterey County areas. More than 326,000 acres within the county are in National Forests and Parks, including the Pinnacles National Monument and the Los Padres National Forest. The county also contains over 4,200 acres of State Parks including Big Sur State Park and Point Lobos State Park. The Monterey County Flood Control and Water Conservation District Number Two has developed the Nacimiento Reservoir in nearby San Luis Obispo County to provide boating and fishing for the region's residents.

Schools. The Gonzales Union High School District occupies a split site of approximately 35 acres. The present enrollment is in excess of 500 full time students; an additional 200 students attend adult education classes. The High School anticipates an enrollment of from 1,000 to 1,200 students within the next ten years. The present site, recently enlarged by the addition of an approximately 12-acre athletic field area, is adequate for the enrollment projected over the planning period. The district boundaries cover an area extending from south of Salinas to Soledad. Any additional load imposed by

population growth outside the Gonzales area will result in the construction of a new high school elsewhere within the district.

The Gonzales Union School District, with classes ranging from kindergarten through the eighth grade, serves an area of approximately 75 square miles. The elementary school had an average daily attendance of approximately 650 students in May, 1962, and has been growing at a rate of approximately 30 to 37 students per year for the last five years, a growth rate of more than one classroom per year. Approximately 150 students are transported by school bus daily.

These two schools are definite assets to the community. They act as a social and cultural core for the surrounding region, and give Gonzales a distinct advantage over nearby communities which lack these facilities.

Police and Fire. Both police and fire departments are adequate for present conditions. The existing force of 4 officers plus cadets meets the FBI standard of a minimum of 1.4 full time officers per 1,000 population. The fire department's 2 pumpers approximate the standard for an urbanized area of Gonzales' size. The National Board of Fire Underwriters recommends a minimum fire station site of 2 acres within a one and one-half mile distance of the area served. Although the site size may be modified for Gonzales, consideration must be given to replacement of the existing structure.

City Offices. City Hall facilities consist of a leased building which serves as City Hall, city offices, Justice Court and police department. This space is barely adequate for present needs.



GONZALES SQUARE

GONZALES UNION ELEMENTARY SCHOOL



Water. The city water system has been renovated and provides a flow of approximately 1,500 gallons per minute. An additional 1,000 gallons per minute can be obtained in the city's new well site through enlarged pumping facilities. The design capacity of the present system is approximately 2,700 persons. Water pressure problems exist in areas above the 165-foot elevation, due to the limitations of present water pumping and storage facilities.

Sewers. The city's sewage disposal plant is located on Gonzales River Road adjacent to the Salinas River. A new 54-acre ponding system in this location is designed for a population of from 3,500 to 4,000 persons. Maximum load is estimated at nearly 5,000 persons.

The city's sewer system is connected to the disposal plant by a 12" outfall contained in a 15-foot wide right-of-way. This line has a capacity of approximately 900 dwelling units which corresponds to a population of 3,150 persons. This outfall line will have to be replaced or supplemented for additional population or industrial growth. Industrial waste disposal presents a major problem. The biological system now being developed by the city for domestic waste will not accept untreated industrial sewage as it kills the active bacteria of the system. A 12" industrial line extends to the Salinas River from the site of the old Nestle Company plant in the southerly portion of the city's industrial area. This line is not in use and its structural condition is unknown.

Medical Facilities. The community is presently served by a total of three doctors and one dentist located in the Gonzales Medical Center. This

center is equipped with a complete laboratory and is staffed by a licensed technician, a licensed dental hygienist, and three registered nurses. The city's probable population growth over the next twenty years will justify the addition of approximately three doctors and one dentist during this period. Hospital facilities are adequately provided for within a short radius from the city.

Transportation. Gonzales is well served by all forms of transport. Twelve truck lines serve the Salinas Valley, using Highway 101 as their prime north-south artery. The Southern Pacific Company serves the area via its Coast Route mainline and numerous branches and spurs. The Greyhound Bus Company provides frequent inter-urban passenger and freight service throughout the valley.

Airports at Salinas and Monterey provide passenger and freight service. United Airlines and Pacific Airlines provide services at the Monterey County Airport, thus linking the valley to Los Angeles and San Francisco. The Salinas Municipal Airport provides freight services, but no scheduled passenger service.



GONZALES



The Land Use Plan

Growth. The General Plan envisions planning area growth at a rate of 2.4% to 3.2% compounded annually, resulting in a population of between 3,500 and 4,000 by 1980. The city's growth should occur within the natural boundaries formed by the new Highway 101 Freeway and the Southern Pacific Company railroad tracks.

Efforts should be made to confine initial new development to the existing city limits so that vacant lots and undeveloped large parcels already served by city utilities such as water and sewers will be developed first. This policy would afford the city a compact and economic pattern of development. Every effort should be made to preserve prime agricultural land outside the city's natural boundaries. This growth restriction would in addition protect Gonzales from the blight of urban sprawl, and would enhance the city's substantial investment in the central business area.

Neighborhood Planning Areas.

The plan suggests that the community be organized into three neighborhood planning areas, each of which would contain related supporting facilities such as elementary schools and parks. Due to geographic and economic factors, the southerly neighborhood should begin to be developed first. The northerly neighborhood planning area is not expected to develop during the planning period.

The area within the existing city limits could be developed to hold an additional 185 dwelling units, assuming that low density development standards are followed. The southerly neighborhood planning area could be developed to hold approximately 940 dwelling units,

the central neighborhood planning area 1,130 dwelling units, and the northerly neighborhood planning area 605 dwelling units. This represents a total of approximately 2,675 dwelling units at the community's ultimate development within the overall planning area, or a population of 10,000 to 12,000 persons. This population exceeds projected growth over the twenty-year planning period. It is projected that the city will contain as many as 1,165 dwelling units by 1980 if the population of 4,000 is attained.

As each neighborhood planning area develops it should be centered upon its own park and elementary school facilities. The southerly neighborhood already contains an elementary school; the central neighborhood planning area will require an elementary school before the end of the planning period.

As the area surrounding the present city develops, space should be set aside to provide recreational facilities. The plan proposes that the area occupied by the Gonzales Slough be set aside as a public park. This park would be left in a natural state for much of its length. It could be developed with a riding and hiking trail, and could be further improved as the community grows. This linear park would serve as a form of greenbelt providing a link between urbanized areas of the city itself and the open space of the surrounding agricultural area.

Two five-acre neighborhood parks are proposed for development in the southerly neighborhood area, and one each in the central and the northerly neighborhood planning areas. These neighborhood parks should be situated adjacent to elementary school sites in order to serve a multiple recreational function. Each park would serve residents within a half-mile radius as sug-

gested by National Recreation Association standards.

Gonzales Square Park will have to be more intensively developed as the adjacent medium density residential areas are utilized. This development is especially important as during the early years of this plan no other community recreational facilities will be available.

RESIDENTIAL DEVELOPMENT.

Two densities of residential development are proposed; low density development (an average of 7 families per gross acre) which would be composed exclusively of single-family or two-family residences conforming to single-family densities, and medium density development (ranging from 7 to 20 families per gross acre) which would

be composed of duplexes, apartments, and town-houses.

Three areas are proposed for medium density development. These are between the new freeway and the existing public housing development on Fifth Street, and on either side of the commercial core along Alta Street. The remaining residential areas are proposed for low density development in keeping with the general character of residential development in Gonzales.

The southerly neighborhood planning area also contains, in the area shown for low density development, the existing cemetery. It is expected that additional lands adjacent to the cemetery will be devoted to this use. The boundary between the cemetery and the adjoining Limited Industrial lands is indeterminate.

TYPICAL RESIDENTIAL DEVELOPMENT



GENERAL PLAN

(LAND USE PLAN, THOROUGHFARE PLAN &
COMMUNITY FACILITIES PLAN)



TABLE 5: HOLDING CAPACITY OF POPULATION AND STUDENTS, CITY OF GONZALES

Neighborhood Planning Area	Low Density Residential		Medium Density Residential		Students	
	Net Acreage	Dwelling Units	Net Acreage	Dwelling Units	Elementary	High School
North	97	605	—	—	425	210
Central	146	900	19	230	795	395
South	119	740	21	200	665	330
Total	362	2,245	40	430	1,885	935

Source: Estimate by Candeub, Fleissig & Ketcham.

ESTIMATED POPULATION AND STUDENTS, CITY OF GONZALES, 1980

Neighborhood Planning Area	Population	Dwelling Units	Students ⁽¹⁾	
			Elementary	High School
North	—	—	—	—
Central	2,400	705	500	250
South	1,600	460	325	160
Total	4,000	1,165	825	410

(1)Tributary to High School and Elementary School Districts, from Planning Area.

TABLE 6: LAND USE HOLDING CAPACITY OF NEIGHBORHOOD PLANNING AREAS (IN ACRES) CITY OF GONZALES, 1962

Use	North	Central	South	Other
Residential				
Low Density	97	146	119	—
Medium Density	—	19	21	—
Highway Commercial	—	—	—	6
Commercial	—	—	13	—
Limited Industrial	—	—	30	—
Industrial	—	—	—	145
Recreation	8	19	25	—
Schools	10	45	23	—
Streets	50	68	64	10
Total	165	297	295	161

Source: Estimates by Candeub, Fleissig & Ketcham.

LAND USE COMPARISON -- 1962 & 1980, CITY OF GONZALES

Uses	1962		1980	
	Acres	Per Cent	Acres	Per Cent
Agricultural or Vacant	670	73	332	37
Residential	76	8	190	22
Commercial	11	1	19	2
Industrial	22	2	130	15
Public & Semi-Public	42	5	112	12
Streets	97	11	135	15
Total	918	100	918	108

Source: Land Use Survey and projections by Candeub, Fleissig & Ketcham.

COMMERCIAL DEVELOPMENT.

Two types of commercial development are proposed: General Commercial and Highway Commercial. Two areas for Highway Commercial development are proposed near the intersection of Johnson Canyon Road and the freeway. These areas, of approximately three acres each, would be limited to commercial development designed to serve the increasing number of travelers on the Freeway. Uses permitted here would be filling stations, restaurants and motels catering to transients. Uses such as markets, variety or drugstores would not be permitted in this area.

The General Commercial area, approximately thirteen acres, covers a large part of the existing downtown business district, and reflects the present and future economic potential of the community. As the community grows, additional development may occur in this area; during the planning period obsolete structures should be replaced by improved commercial facilities and parking.

INDUSTRIAL DEVELOPMENT.

A large reservoir of potential industrial land is proposed in the area west of the Southern Pacific Railroad tracks. These lands, approximately 150 acres, are adjacent to both highway and rail transport. The sites are buffered by a wide highway; heavy industrial uses can be developed without adverse effects on residential areas of the community.

It is expected that uses in this industrial area will be of an extensive land demanding agricultural processing and warehousing nature. Problems of waste disposal, water supply, and paved access must be solved prior to development.

This area west of the railroad tracks is particularly suited to industrial development due to its proximity to both rail and highway access, availability of vacant land, relative ease of sewage disposal, flow of water from the existing system and the direction of the prevailing winds. This area is already established as an industrial sector. Additional development here will be able to take advantage of many existing facilities not available elsewhere.

The area east of Old Highway 101 between the highway and the slough, approximately 500 feet south of 'C' Street to the cemetery, has been set aside for Limited Industrial use. Uses which should occur in this sector of the community would be industries which have limited detrimental effect on nearby residential or commercial lands, such as warehousing, general storage, and manufacturing operations enclosed within buildings. Where the Limited Industrial area abuts other uses, special precautions should be taken to further limit any undesirable effects on neighborhood lands.

The Thoroughfare Plan

The present street pattern in Gonzales does not differentiate between local and through streets. It is recommended that future street development discourage through traffic on local streets by devices such as culs-de-sac, loop streets, and tee intersections. Different improvement standards should be adopted for local, collector and arterial streets. Substantial savings may be effected by use of these standards, both in initial installation and continued maintenance; also, increased safety will be achieved.

Arterial Streets. Arterial streets are thoroughfares whose purpose is to move large volumes of traffic from area to area, leading traffic from collector to collector or from collector to freeway. On-street parking must be controlled lest it inhibit the movement of traffic. The following streets are designated as arterial streets on the Thoroughfare Plan:

1. Johnson Canyon Road, within the planning area.
2. Fifth Street, between Alta Street and the new Highway 101 Freeway.
3. Alta Street, for its entire length.
4. Old Highway 101, for its entire length, excepting those portions that may be developed to other uses according to this plan.
5. Gonzales River Road, within the planning area.
6. An arterial street, extending from the high school site to Highway 101.

Collector Streets. Collectors are streets whose primary function is to circulate traffic in local areas, and to carry traffic from local to arterial streets. Whenever possible, uses such as schools, parks, and similar traffic generators should be situated on an arterial or collector street. Collectors also serve to carry heavy loads of traffic in industrial areas. The following streets are designated as collectors on the Thoroughfare Plan:

1. Day Street and extension.
2. Gabilan Court and extension.
3. A loop street serving the industrial area west of the Southern Pacific railway tracks.

Local Streets. The primary purpose of a local street is to provide vehicular and pedestrian access to abutting property. All streets not specified as arterial or collector streets are designated as local streets.

Parking Facilities. It is proposed that a portion of the right-of-way of old Highway 101 be developed for off-street parking possibly in conjunction with a portion of the Southern Pacific railroad property. This area, extending generally between First and Fifth Streets, could be developed as a landscaped public parking lot, constructed and maintained by means of a parking district serving the central commercial area.

This parking lot would not only alleviate the present lack of parking, but the Alta Street development would provide a buffer of planting to screen unsightly development along the railroad tracks. Further, development of parking along Alta Street would in effect close the westerly side of the street, giving a symmetrical effect to the street. Towards the end of the planning period it may prove feasible to develop this area for general offices and civic buildings, thereby fully transforming Alta Street into a two-sided business street.

Additional parking should be provided to the rear of the existing Fourth Street commercial development. Potential land for such development exists between the alley to the rear of the commercial uses and portions of Third and Fifth Streets. Parking improvements could be financed by means of the central parking district. Only by providing adequate parking can the community's downtown merchants hope to successfully compete with nearby cities and new shopping centers.

The Community Facilities Plan

This section of the General Plan describes the facilities necessary to serve development proposed during the planning period.

The land use plan provides for expansion of Gonzales over a span of nearly twenty years to a population of 3,500 to 4,000. Ultimate holding capacity of the planning area is between 10,000 and 12,000. During the basic twenty year planning period the following improvements or additions to community facilities will be necessary:

1. Maintenance and additions to the thoroughfare system, including new industrial streets.
2. A new sewer outfall line.
3. Additional sewage treatment ponds.
4. Additional water pumping and storage facilities.
5. A new fire station plus two additional pumpers; this facility may be located adjacent to the city offices, or within the new development on the westerly side of Alta Street.
6. An enlarged police station and city hall; Chamber of Commerce facilities may be included as a part of this development. This new development should be provided on a site adjacent to Gonzales Square, or within the new development on the westerly side of Alta Street.
7. Three five-acre parks, two of which should be developed on a site adjacent to an elementary school. Two parks should be developed in the southerly neighborhood planning area, and one in the central area.
8. One additional elementary school. This school should be constructed on

a site of at least ten acres within the central neighborhood planning area.

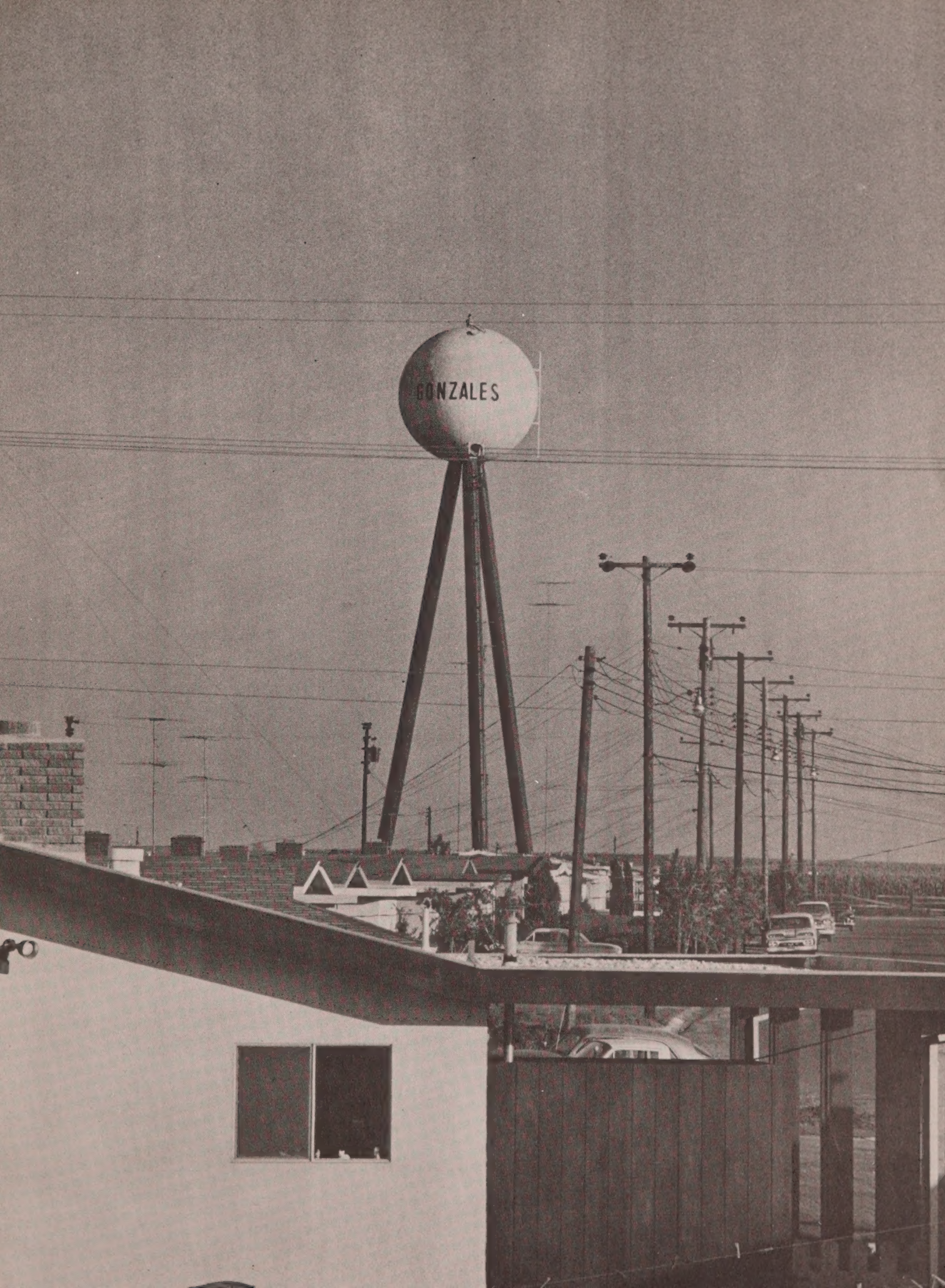
9. Development of Alta Street—Highway 101 parking facilities.

The Control and Elimination of Blight

An additional function of the General Plan is to provide a framework for the maintenance of areas of quality development, and for the elimination of deteriorated and blighted conditions and factors contributing to such conditions.

Certain areas of the city, notably those areas most recently developed, are in good condition. Other areas show indications of deterioration, although in these cases such deteriorated development is usually scattered among basically sound development. The 1960 Census of Housing and additional surveys by the Consultant indicate that the area situated north of Fourth Street between Alta Street and Day Street has the highest concentration of dilapidated and deteriorating structures in the city. Continued efforts of the city's building inspector have removed a number of the worst structures from this area since 1960, and the activities of the Monterey County Housing Authority have caused blighted structures to be replaced with sound, safe and sanitary housing.

The City of Gonzales should embark on a concerted program to remove additional blighted structures from this area, possibly by participation in the Urban Renewal Program. This program provides loans for the complete planning of renewal projects and also provides outright grants of up to three-fourths of a project's total net cost. Through use of this aid, it may be pos-



sible to complete a project with little or no new cash outlay on the part of the city. Many recent and proposed capital expenditures of the city may be eligible as "non-cash credits" for such a project.

The project to be embarked upon is envisioned as essentially a mixed rehabilitation and conservation project, with only incidental spot clearance.

"Rehabilitation" is a renewal process applied in an area suffering a moderate degree of deterioration and neighborhood decline. Improved conditions in such an area are achieved largely by the rehabilitation of existing structures, rather than by clearance and new development. The Federal Government assists home owners in rehabilitation project areas by guaranteeing low interest loans for home improvement.

Although some city assistance may be necessary in the form of street and utility improvement, gains would largely result from structural rehabilitation carried out by the private home owner. Much necessary street and utility improvement in this area has been recently completed or is now in the planning stage, and therefore would be eligible for non-cash credit if completed concurrently with the project.

"Conservation" is a renewal activity

aimed at blight prevention, and consists mainly of the enforcement of zoning, building, and housing codes, in order to maintain sound development. Conservation would be applied to development within the project whose quality is so high as not to warrant rehabilitation.

Conservation, like rehabilitation, is a process undertaken primarily by the private property owner.

"Spot Clearance" is a means of removing from a project area development that has deteriorated so far below standard as to render rehabilitation economically infeasible, or where existing land use or street pattern is incompatible with the project plan.

Where clearance occurs the city's Renewal Agency would buy properties by purchase or condemnation, and would have the responsibility of helping to relocate affected businesses and finding decent, safe and sanitary housing for displaced families.

A renewal project is only one phase of the attack upon blight. A prime task of the city is to continue conservation throughout the community through strict enforcement of pertinent codes, and to encourage a continual process of upgrading of development by individual property owners.

TABLE 7: 1960 CENSUS OF HOUSING CHARACTERISTICS, CITY OF GONZALES

Condition	Census Tract 29 Number	Percent	Census Tract 30N Number	Percent	City Total Number	Percent
Sound Units	87	22.2	223	82.8	310	47.0
Deteriorating Units	161	41.2	23	8.6	184	27.9
Dilapidated Units	143	36.6	23	8.6	166	25.1
TOTAL	391	100.0	269	100.0	660	100.0

Source: U.S. Census of Housing, 1960.

Implementation

Zoning Regulations. The zoning ordinance and zoning map are prime tools for the implementation of the General Plan. The ordinance and map should be revised when the General Plan is adopted, so that they reflect the city's new policies.

The official zoning map of the City of Gonzales was adopted on October 10th, 1947. This map delineated four major use districts: Single-Family Residential Districts, Multiple-Family Residential Districts, General Commercial Districts, and Industrial Districts.

The zoning ordinance of the city is of the cumulative type, in which each less restrictive zone permits all uses of the more restrictive ones. Thus single-family residences and duplexes are permitted in Multiple-Family Districts, and residences and commercial development are allowed in General Commercial Districts. With minor exception, any use—residential, commercial, or industrial—is permitted within Industrial Districts.

The major shortcoming of the existing ordinance is this system of cumulative zones. In the interest of orderly future development it is proposed that the zoning ordinance be amended with new, non-cumulative zoning provisions. These amendments would protect property owners from the blighting effect of mixed land uses and would ensure, for example, that land set aside for industrial development would be used for that purpose.

Specifically, it is proposed that only single-family and two-family residences be permitted in single-family zones. Such zoning would permit a variety of lot sizes, ranging from 6,000 to 15,000 square feet with a maximum density of seven dwelling units per net acre. In

addition, duplexes, apartments, and town-houses should be permitted in Medium Density Residential areas; such areas would have a maximum density of 20 dwelling units per net acre. No residential construction should be permitted in Commercial areas, nor should either commercial or residential uses be permitted in industrial areas.

Subdivision Regulations.

Review of the city's subdivision code indicates that, with minor exceptions, the existing code is adequate for the community's needs and conforms to contemporary land development standards. Miscellaneous ordinance changes have been recommended to the Planning Commission, dealing primarily with recommendations for minor adjustments in street right-of-way and improvement standards, and requirements for sidewalks in all subdivisions.

Capital Improvement Program.

The General Plan recommends a number of major public improvements and facilities based upon recognized standards of municipal needs and growth. Some of these facilities will be required within the next few years, while others will be postponed until such time as their development can be justified and supported by added population and a broader tax base.

Use of a Capital Improvement Program ensures that necessary public improvements are provided within the city's financial capacity. This program consists of a schedule of improvements to be developed over the life of the plan, arranged according to estimated cost and priority of need. A sample Capital Improvement Program is provided in the Implementation Report, based upon the recommendations of the General Plan.

Plan Adoption and Review.

State Law provides that two public hearings be held prior to original adoption of a General Plan or any portion thereof. Notice of such hearings must be published at least ten days prior to the required hearings. Adoption of the plan by resolution of the Commission is required. The hearings were held in April, and subsequently the General Plan was adopted on April 15th, 1963. A copy of the adopted plan must be certified to the City Council. Prior to any adoption by Council, one additional public hearing is required. Notice of this hearing must be published at least ten days prior to the hearing.

The General Plan is based upon current goals; it is also based on projections and estimates regarding land demands and population growth. Many factors could alter these goals and estimates. Thus the General Plan should be reviewed at intervals of five years, or earlier if unusual conditions arise, in order to determine the plan's continued validity.



Background Reports

MEMORANDUM # 1: INTRODUCTION TO THE GENERAL PLAN PROGRAM

2: THE REGIONAL SETTING

3: PRELIMINARY SKETCH PLAN, OCTOBER, 1962

4: SKETCH PLAN, JANUARY, 1963

5: IMPLEMENTATION REPORT

6: CAPITAL IMPROVEMENT PROGRAM

DRAFT GENERAL PLAN REPORT, MARCH 1963

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